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ABSTRACT

A study was conducted to determine current and former students' and local employers' satisfaction with South Seattle Community College's (SSCC's) Floristry Department. Specifically, the study gathered data related to four outcomes: that students receive an education allowing them to meet goals; that students be satisfied with facilities, equipment, and quality of instruction; that employers be satisfied with program graduates; and that customers of the Department's Flower Shop receive quality products and services. Study findings included the following: (1) 57% of the former students who completed the program and had intended to be employed in the floristry industry were employed in jobs related to their training, and 71% agreed to a high extent that they had achieved their educational goals; (2) over 80% of former students reported being satisfied to a high extent with the number of teachers, facilities, equipment, and supplies; (3) former students were less satisfied with available work space and the simulated shop experience; (4) over 90% of current students reported being satisfied to the high extent with the quality of instruction; (5) over 80% of employers who had hired at least one SSCC graduate were satisfied with the employees' punctuality, safety, overall performance, and attitude, while approximately 70% were satisfied with employees' workplace ethics; and (6) 100% of the customers of the Flower Shop were satisfied with the overall services and appearance of the shop and 95% were satisfied with the prices. (Survey instruments are appended.) (KP)

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ED 381 220

EXECUTIVE SUMMARY
INSTITUTIONAL EFFECTIVENESS ASSESSMENT PROCESS
1993-94

HOSPITALITY AND SERVICE OCCUPATIONS DIVISION

FLORISTRY DEPARTMENT

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SOUTH SEATTLE COMMUNITY COLLEGE

JC 950 217

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South Seattle Community College
Service Occupations
Floristry Department
Executive Summary

Major Findings related to Criteria

Outcome 1. Students will receive an educational experience which will allow them to meet their stated goals.

Criteria 1:

70% of those students whose stated goal is employment will report employment in the field.
80% of the students in the program will meet their stated goals.

Findings for former students:

- Employment in the field: 49% (17/35) of the floristry former students who intended to be employed in the floral industry reported that their jobs were related to their training in the SSCC Floristry Department. One other former student, who did not intend to be employed in the field, also reported employment related to the training in the SSCC Floristry Department.

- 57% (12/21) of those who completed the program and intended to be employed in the floral industry reported employment in jobs related to their training in the SSCC Floristry Department.

- Educational goals: 54% (19/35) of those students who intended to be employed in the floral industry agreed to a high extent that they had achieved their educational goals.

- 65% (11/17) of those whose jobs related to their training agreed to a high extent that they had achieved their educational goals.

- 71% (15/21) of those who completed the program and intended to be employed in the floral industry agreed to a high extent that they had achieved their educational goals.

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Outcome 2. Former students and current students will be satisfied with the facilities and equipment, and the quality of instruction.

Criteria 2:

75% of the former students and current students will report satisfaction with the facilities and equipment in the program.
75% will report satisfaction with the quality of instruction.

Findings for former students:

- 80% or more of the former students reported being satisfied to a high extent with four of six aspects of the Floristry program, including the number of teachers; the facilities, equipment, and supplies. Former students were less likely to report satisfaction with the other two characteristics; 63% were satisfied to a high extent with the available work space, and only 54% were satisfied to a high extent with the simulated shop experience in preparing them for the actual job.

- 98% of the former students reported being satisfied to a high extent with the quality of instruction in the Floristry program.

Findings for current students:

- 75% or more of the current students agreed that they were satisfied with six of the seven characteristics of the program. Only 72% of the students agreed that the General Education courses prepared them for the practical applications in the program.

- Over 90% of the current students are satisfied with the high quality of instruction.

Outcome 3. Employers will be satisfied with the graduates of the Floristry program.

Criteria 3:

75% of the employers will report that they are satisfied with the SSCC training received by their employees.

Findings:

- Over 80% of the employers who had hired at least one SSCC student were satisfied with the SSCC former students on four of the five characteristics: punctuality, safety, overall performance, and attitude.

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- Over 70% of the employers were satisfied with SSCC Floristry students on the fifth characteristic -- workplace ethics.

Outcome 4. Customers of the Flower Shop will receive quality products and services in a cost effective manner.

Criteria 4:

80% of the customers of the Flower Shop will report a high degree of satisfaction with the products and services.
80% would recommend the retail facility to their friends.

Findings:

- All (100%) of the customers of the Flower Shop were satisfied with the overall services provided and the appearance of the shop; 95% of the customers were satisfied with the prices in the shop.

- Most of the customers were very satisfied with the services provided. Over 90% of the customers were very satisfied with the overall services of the Flower Shop. Over 80% of the customers were very satisfied with the appearance of the Flower Shop. Over 70% of the customers were very satisfied with the prices in the Flower Shop.

- 87% of the customers reported that they had recommended the SSCC Flower Shop to their friends.

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
FLORISTRY DEPARTMENT
EMPLOYER SURVEY

1. Have you ever employed an SSCC student/graduate? ☐ YES, more than one ☐ YES, one ☐ NO

2. Do you currently have an SSCC graduate in your employ? ☐ YES ☐ NO

3. If not, would you hire an SSCC graduate if there was an opening?
☐ YES
☐ NO Why? _____

If you have never hired an SSCC graduate, please skip to question # 6.

4. Please rate how satisfied you are/were with the overall work of SSCC former students.
☐ Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐ N/A

5. To what extent are you satisfied with the following skills:

Attitude/Motivation
☐ Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐ N/A

Punctuality
☐ Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐ N/A

Workplace Ethics
☐ Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐ N/A

Safety Practices
☐ Very Satisfied ☐ Satisfied ☐ Dissatisfied ☐ Very Dissatisfied ☐ N/A

6. How would you rate the importance of the following skills/knowledge in hiring an employee:

Cashier skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Telephone skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Communications skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Sales	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Basic design skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
High style design skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Fresh flower conditioning skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Computer skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Purchasing skills	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Previous work experience	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable
Other _____	☐ Very Important	☐ Somewhat Important	☐ Not Important	☐ Not Applicable

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
FLORISTRY DEPARTMENT
EMPLOYER SURVEY
Page 2

Please add any comments that you feel would better prepare students for employment in the industry. Thank you for your input.

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
FLORISTRY DEPARTMENT
FORMER STUDENT SURVEY

Dear Former Students and Alumni:

Please take a few moments to answer this questionnaire about the training you received at SSCC. Providing this information will enable South Seattle Community College to better tailor their training to meet the needs of the industry we serve.

Please darken the bubbles with a #2 pencil.
Please avoid making stray marks on the form.
We would greatly appreciate it if you would answer all the questions and return the survey without folding or stapling it.
Please return the survey to us by April 15, 1994.

Thank you very much for your participation. Receiving your response, and the responses from other former students, is very important to us.

1. Was your intended goal upon entering SSCC to be employed in the floral industry? ☐ YES ☐ NO

2. Did you complete this program? ☐ YES ☐ NO

3. What year did you exit the program?
☐ Before 1989 ☐ 1989 ☐ 1990 ☐ 1991 ☐ 1992 ☐ 1993

4a. Are you currently attending school? ☐ Full-time ☐ Part-time ☐ Not Enrolled

4b. If you are enrolled in school, are you attending a ...
☐ 4-year college ☐ 2-year college ☐ Voc/Tech College

5. What is your current employment status?
☐ Employed
☐ Self-employed
☐ Full-Time Military
☐ Unemployed, but seeking a job
☐ Not employed, not seeking a job

6. How many hours per week do you work?
☐ Less than 20 hours per week
☐ 20 - 30 hrs per week
☐ 33 - 40 hrs per week
☐ Over 40 hrs per week
☐ Not in Industry

7. If you are currently employed, what is your average yearly gross income?
☐ Under $5,000 ☐ $ 5,000 - $10,000 ☐ $10,000 - $15,000 ☐ $15,000 - $20,000 ☐ Over $20,000

8. What is your age group? ☐ 18 - 25 years ☐ 26 - 35 years ☐ 36 - 45 years ☐ 46 - 55 years ☐ Over 55 years

9. What is your gender? ☐ Male ☐ Female

10. Is your job related in anyway to your training at SSCC (Floristry Dept.). ☐ YES ☐ NO

Name of your business/employer: _____

Current job title : _____

City or Town you work in : _____

Current duties : _____

_____

_____

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FLORISTRY DEPARTMENT FORMER STUDENT SURVEY
Page 2

Please continue to answer this questionnaire about the training you received at SSCC.

THANK YOU FOR YOUR INPUT.

	Very High Extent	High Extent	Some Extent	Very Limited Extent	Not At All	Not Applicable
11. When you were a student at SSCC in floristry, to what extent were you satisfied with:						
The quality of instruction received?						
The maintenance of the facilities in your program?						
The equipment and supplies of your program?						
The available work space?						
The number of teachers?						
The simulated shop experience in preparing you for the actual job?						
12. After completing your program at SSCC, to what extent did you feel you had achieved your educational goals?						
13. To what extent did the training program prepare you adequately for the intense pace of the industry?						
14. To what extent do you feel the training led you to a better position or placement in employment?						
15. To what extent do you feel the College was able to create an industry-like operation for instructional purposes?						
16. To what extent do you feel you received training reflecting current trends of the industry?						
17. To what extent do you feel computer classes should be included in training programs at SSCC?						
18. To what extent would you have been interested in taking an additional quarter of classes (including management/communication skills, business prinicipies, and computer applications)?						
19. To what extent do you feel, as a former student of SSCC, that former students/graduates should participate in department/division functions in promoting the following areas?						
Mentor programs						
Legislative lobbying						
Internships						
Fund raising						
Alumni Association						
Marketing the College's Floristry Program						
Serving on the Advisory Board						

20. Would you like to join SSCC's Floristry Department Alumni Association?

Please circle YES NO

Please add any comments that you feel would help improve the instruction in the program.

_____

_____

_____

_____

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
FLORISTRY DEPARTMENT
CURRENT STUDENT SURVEY

Dear Student:

The purpose of this survey is to help the SSCC Floristry program meet the instruction and professional needs of its students.

Please answer each question by filling in the "bubble" with a #2 pencil. Please do not make any stray marks. Thank you very much for your input.

1. What was your goal when you entered this instructional program?
   - Designer
   - Flower Shop Manager
   - Own Flower Shop
   - Garden Center (retail or wholesale)
   - Grocery Store
   - Home Wedding Business
   - Other _____

2. What is your goal now?
   - Designer
   - Flower Shop Manager
   - Own Flower Shop
   - Garden Center (retail or wholesale)
   - Grocery Store
   - Home Wedding Business
   - Other _____

Please rate your agreement with the following statements:

3. I feel that the general education courses have prepared me for practical applications in the program.
   Strongly Agree | Agree | Disagree | Strongly Disagree

4. The program has met the expectations I had when I entered the program.
   Strongly Agree | Agree | Disagree | Strongly Disagree

5. The information I received in this program relates to what I do or will do in my job.
   Strongly Agree | Agree | Disagree | Strongly Disagree

6. The program has given me a better understanding of safety factors when using floral tools and equipment.
   Strongly Agree | Agree | Disagree | Strongly Disagree

7. I feel the instruction and training I received at SSCC is of high quality and is current with industry standards.
   Strongly Agree | Agree | Disagree | Strongly Disagree

8. The instruction and training I am receiving at SSCC will be useful on the job.
   Strongly Agree | Agree | Disagree | Strongly Disagree

9. I am satisfied with the instruction in the program.
   Strongly Agree | Agree | Disagree | Strongly Disagree

THANK YOU AGAIN FOR YOUR RESPONSES

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SOUTH SEATTLE COMMUNITY COLLEGE
FLORISTRY PROGRAM

NEW STUDENT SURVEY

1. **What are your goals upon completion of the SSCC Floristry Program?**
   - ❑ To be a designer in a flower shop.
   - ❑ To be a flower shop manager.
   - ❑ To own my own flower shop.
   - ❑ To work in a garden shop.
   - ❑ To work in a grocery store.
   - ❑ To have my own business out of my home.
   - ❑ Other _____

2. **What do you hope to learn while taking the SSCC Floristry program?**
   - ❑ Design techniques
   - ❑ Sales techniques
   - ❑ Merchandising
   - ❑ Retail Floral information
   - ❑ Business management information

3. **What Floral skills do you currently have?**
   - ❑ None
   - ❑ A little
   - ❑ Self-taught
   - ❑ Have worked in a shop

4. **How did you hear of the SSCC Floristry Program?**
   - ❑ Friend/Family
   - ❑ Flower shop manager
   - ❑ Yellow pages
   - ❑ Wholesaler
   - ❑ Schedule sent to you in the mail
   - ❑ Other _____

5. **Why did you select the SSCC Floristry Program?**
   - ❑ Reputation
   - ❑ Low cost
   - ❑ Close to home
   - ❑ Only one I know of
   - ❑ Recommendation

Thank You

SOUTH SEATTLE COMMUNITY
COLLEGE FLOWER SHOP

CUSTOMER SURVEY

	Very satisfied				Not at all satisfied
1. How satisfied are you with the overall services from the SSCC Flower Shop?	1	2	3	4	5
2. How satisfied are you with the prices at the SSCC Flower Shop?	1	2	3	4	5
3. How satisfied are you with the appearance of the SSCC Flower Shop?	1	2	3	4	5

4. Have you recommended the SSCC Flower Shop to your friends?
   YES ☐ NO ☐

5. How often have you shopped at the SSCC Flower Shop in the last year?
   1 - 3 times ☐ 4 - 10 times ☐ more than 10 times ☐

COMMENTS: _____

_____

_____

_____

Thank You